

Take the challenge

and discover the power of color!



It's a win/win for women everywhere!

When you achieve the I Love Lipstick Sales Challenge, your customers get the new looks they want, and you can work wonders for your business. That's because achieving the challenge helps you increase sales and build customers for life. Just sell Triple 13* or more. That's as easy as 13 MK Signature™ Creme Lipsticks or Lip Glosses each month this quarter for a total of 39! And to help you succeed, the following pages are packed with tips, tools and tantalizing ways to give your customers a new reason to say, "I Love Lipstick" – and you a new reason to smile.

"This sales challenge isn't just for me.

It has team recognition, as you'll see!

If 13 or more reach Triple 13, Our unit wins a big party scene. I love lipstick. I love lipstick."

– "I Love Lipstick" theme song, on the Summer 2005 Pink Link DVD

Ask your Sales Director how your unit could win a special recognition party!

When you achieve the I Love Lipstick Sales Challenge from June 16 to Sept. 15, you can earn these great prizes:

- Sell Triple 13* or more MK Signature™ Creme Lipsticks or Lip Glosses, and you'll receive an I Love Lipstick charm. (First-time achievers will receive the charm and charm pin.)
- The top Independent Beauty Consultant and Independent Sales Director nationwide will receive a beautiful red leather lip-shaped jewelry box.
- Independent Sales Directors with 13 unit members who achieve the sales challenge will receive a special I Love Lipstick party pack to celebrate their unit's success. The top 100 Independent Sales Directors** also will receive a \$100 check.



* Recognition will be based on wholesale Section 1 MK Signature™ Creme Lipstick or Lip Gloss sales from June 16 – Sept. 15, plus early order offers of new products through Sept. 15. BizBuilders quantities received as part of the third monthly bonus (May 16 – June 15) also count toward qualification.

**The top 100 Independent Sales Directors will be determined by the highest percentage of unit members achieving the challenge. Ties will be broken based on total unit wholesale production.